

Driving Forward. – Keeping the LSV World Moving

Low Speed Vehicle Dealer Association (LSVDA) Newsletter



Executive Director's Message

A Turning Point for Dealers: Steady Policy, Rapid Market Momentum

Mike Alexander

Fellow LSVDA Members,

As we close out 2025, one thing is clear: our industry continues to evolve faster than the policies that govern it. While federal regulatory activity around LSVs remains quiet, local municipalities across the country are sharpening rules around insurance, operating hours, lighting, and mixed-traffic use. These changes are not dramatic individually, but together they raise the compliance bar and reinforce how essential dealer education has become for safe, responsible growth.

At the same time, our market fundamentals are strengthening. Battery innovation, new business models, and the rapid mainstreaming of “lifestyle mobility” are reshaping consumer expectations. What was once recreational has become essential transportation, and that shift is creating new opportunities for forward-thinking dealers. From lithium repower demand to upgraded customer service cycles, the dealers who lean into education, professionalism, and community connection are already winning.

2026 will not be defined by uncertainty. It will be defined by preparation. Your association remains committed to helping you stay ahead of policy changes, safety standards, recall monitoring, best practices, and the market intelligence needed to grow with confidence.

Thank you for your continued engagement, leadership, and commitment to elevating our industry together.

Driving Forward,

Mike



Public Policy & Safety

Overview

Despite ongoing attention to micro-mobility, no new federal regulatory actions affecting low-speed vehicles (LSVs) have been issued in the past month. At the state level, we continue to monitor informal congressional drafting around battery safety standards and mobility use-cases that could indirectly affect the LSV segment in 2026. Local jurisdictions, however, are increasingly sharpening municipal rules around mixed-traffic use and nighttime operation of golf-car-style vehicles: these developments bear watching as they can impact dealer messaging, community relations, and liability exposure.

Regulation & Policy Watch

In the past 30 days, state legislative activity has remained quiet for large-scale enacting of new LSV laws, but municipalities have been active with ordinance updates. In Florida, several towns have clarified insurance and age-restriction language; Texas counties are updating language enforcement around mixed traffic lanes; South Carolina municipalities have adopted clearer rules on gating and nighttime lighting for community golf-cart zones. These updates do not yet shift the overall enabling-act landscape, but they incrementally raise the compliance bar for dealers and owners alike.

State Enabling Acts & Local Ordinances

No new state enabling acts for LSVs or NEVs have been passed in the past month. That said, several local governments — particularly in Florida, Arizona, and Michigan — have adopted new or revised ordinances covering driving age, operational hours, lighting/visibility, and insurance requirements. The pace remains steady: for dealers, the implication is that greater emphasis should be placed on local ordinance auditing and owner education, since liability and enforcement risk is increasingly localized.

Product & User Safety

Safety signals continue to center on battery systems, particularly aftermarket lithium-ion pack installations and controller modifications. Reports of lithium battery thermal-runaway in cart and micro-mobility units are growing. While no major new safety bulletins specific to mainstream LSV manufacturers have surfaced in the last month, increased scrutiny of non-certified conversion kits and accessories is being mentioned.

Safety & Accident Data Updates

Seasonal upticks in incidents are evident — as holiday events, parades, and after-dark community outings increase, so do the number of golf-cart/LSV mishaps. The causation trends remain consistent: overloading, nighttime visibility issues, youth unlicensed operation, and non-street-legal units crossing public roads. No new national accident database has been published in the last 30 days, so the pattern remains the same rather



than shifting. For dealers, the takeaway: reinforce safe-use guidance for holiday periods and risk zones (night, mixed traffic, special events).

Recall & Liability Watch

While major brand-level recalls in the LSV segment remain low, with no new alerts, educating customers about proper maintenance, safe installation of accessories and registration/insurance compliance should remain a priority.

Dealer Growth and Profitability

New Products and Technology Roundup

“Battery Moves That Matter: Why Dealers Should Be Paying Attention”

The battery and charging landscape around low-speed vehicles took three big steps forward this month — each one signaling that the future of our industry is accelerating faster than many realize.

First, **Toyota announced a \$14 billion investment in U.S. battery production**, doubling down on hybrids and next-generation cells. While this sits in the automotive world, the ripple effects hit us directly: better domestic battery capacity, stronger supply chains, and more innovation that eventually flows into LSVs, PTVs, and neighborhood EV solutions.

Second, **Eco Battery made a strategic investment in Acculon Energy**, an Ohio-based developer of advanced lithium and emerging sodium-ion systems. This partnership strengthens U.S. engineering and opens the door to alternative chemistries that could reshape cost, safety, and performance profiles for the entire LSV category.

And third, the most immediate to our channel, **Nivel acquired Bolt Energy USA**, bringing one of the fastest-growing lithium brands under a major distribution umbrella. Dealers should expect expanded availability, streamlined warranty support, and new integrated product offerings.

Taken together, these moves point to a single truth: Battery technology, supply, and control are becoming the competitive battleground of the LSV market.

Dealers who stay close to these shifts will be better positioned to guide customers, select winning brands, and future-proof their businesses.

Best Practices: Winter is a strategic season for Low Speed Vehicle (LSV) dealerships.

By George Keen, Founding Education Member, Wise Wolf Consulting.

As winter fades, proactive service engagement becomes crucial. This period offers an opportunity to turn downtime into profit by offering comprehensive service packages.



These include battery diagnostics, tire evaluations, and system health checks, offering tangible value and building customer trust.

Service managers should utilize January & February to optimize operations. By analyzing customer data, dealerships can create targeted outreach to fill service bays and generate revenue. Offering “Beat the Rush” checkups ensures vehicles are ready for spring, enhancing customer satisfaction and loyalty.

Internally, January & February are perfect for technician cross-training, process refinement, and workspace organization. These improvements can optimize labor margins and reduce overhead, setting the stage for a successful year.

A structured approach to customer outreach is essential. By collecting data, segmenting customers, and personalizing communication, dealerships can increase engagement and bookings. Highlighting the benefits of winter service through tailored emails and calls ensures customer responsiveness.

Financially, this strategy reduces seasonal gaps and builds a foundation of customer loyalty. Emphasizing proactive winter assessments prevents future vehicle issues and positions dealerships as experts.

In conclusion, January & February are not months to wait out. It is an opportunity to engineer success, turning potential downtime into a competitive advantage. By leveraging strategic service and internal improvements, dealerships can enhance performance and prepare for exceptional growth as winter transitions to spring.

Discounts to Weather the Storm / Outlook for New Markets

By Stephen Metzger, Committee Chair, Industry News and Managing Director of Small Vehicle Resource (SVR), a market research firm focused on the golf car and small-vehicle industries.

Even before the surge of partially assembled imports in late 2024, many in the industry were already talking about intensified price competition. By the 2025 PGA Show, promotional pricing and discounting were among the most common topics on the floor.

The key questions are: what evidence do we have that elevated inventories are putting downward pressure on prices, and is this a short-term adjustment or a longer-term reset? Broadly, the near-term picture involves some margin pressure, but there are emerging opportunities that could support stronger growth over time.

A review of publicly advertised MSRP promotions and retail offers shows that many major brands are using discounts and financing incentives to stimulate demand. Across the golf car-type (GCT) vehicle segment, manufacturers and dealers have promoted cash discounts, low- or zero-interest financing, limited-time incentives, and promotions on prior-model-year inventory. These promotions indicate that price competition has intensified in the near term.



At the same time, several developments point to upside: technology and styling upgrades in upcoming model years, growth in short-distance driving for everyday errands, and increased commercial and last-mile delivery applications where total cost of ownership and uptime matter as much as upfront price.

The Low Speed Vehicle Dealer Association (LSVDA) does not set or recommend prices. Instead, LSVDA focuses on information sharing, education, and advocacy so that each independent dealer and manufacturer can make informed decisions in their own best interests and in full compliance with applicable laws.

Recent Poling

We are interested in your perspectives!

Please take this 45 second ANONYMOUS [LSVDA Micro Poll](#). Asking for your perspectives on business conditions and if you are planning to attend the PGA Show in January.



We extended and will now close mid-December, then post the results on our social media accounts and in next month's Newsletter.

And, let [me](#) know what other polling questions you would like to see and the frequency.

Market Growth

When Lifestyle Becomes Essential: The New Drivers of LSV Market Growth

By Carlos Roque, VP of Sales & Marketing,  JEFFREY ALLEN INC.
Founding Platinum Member, LSVDA

The most important change in our industry is not technology, it is lifestyle. After being in this business since 2001, I have witnessed plenty of cycles, but nothing compares to the shift happening right now in how consumers see and use golf cars and LSVs.

What was once a fun accessory is now viewed as a legitimate, practical, and often essential vehicle for everyday life. Families are not just buying these vehicles; they are building their routines around them. And that shift is fundamentally reshaping the market.



You can see it in any modern community. Every morning, moms line up in golf cars to drop off kids and skip the car line entirely. Young drivers are learning responsibility and awareness in a safer, slower-speed platform. Retirees are using their carts more than their cars, and most telling, even die-hard “Motorheads” are choosing the golf car or LSV over a traditional vehicle because it simply fits their lifestyle better. When a respected industry partner who used to collect sports cars and drag bikes is now thinking about living with “one car, one cart,” that is not a trend: it is a lifestyle shift.

What makes this moment so exciting as we look toward 2026 is that the shift is rooted in authentic use case, not hype. Before the pandemic, people bought golf cars for novelty or escape. Today, they buy them for utility, comfort, community connection, and cost-effective mobility. That difference matters. Niche demand is unpredictable. Lifestyle demand is stable and scalable.

On top of that, aftermarket support has never been stronger. The lithium repower market is exploding because customers want reliability and longevity from vehicles they now depend on. Dealers who show up as educators, not just sellers, are winning big by growing market share, deepening customer trust, and solidifying their role as a true partner.

In 2026, we’re pivoting our marketing at Jeffrey Allen to focus even more on being subject-matter experts: guiding customers to the right vehicle choice, advising them on planning service around the season, understanding lithium battery technology, and maximize the value of what has now become a household asset.

I recognize that experienced industry veterans are careful, having lived through previous cycles of rapid growth and sharp downturns., but today feels different. Consumer and commercial demand remain incredibly strong, product usage is expanding, and the mindset shift is accelerating, not fading.

If you are a dealer planning for 2026, invest in customer confidence, education, and long-term support. This is no longer a toy market. Consumers have embraced these vehicles as part of how they live and that is a foundation for sustained growth, not a temporary spike.

We are not entering a cycle; we are entering a new era. Dealers who lean into this lifestyle-driven demand will grow faster, serve better, and lead the market. The road ahead is certain; it is wide open.

TRACTION: Building Your Mobility Ecosystem, One Relationship at a Time

Powered by Sea Anchor Group

Growing a local on-road golf car and LSV market is not just about vehicles, it is about *velocity through connection*. Dealers who build relationships across their communities are setting the pace for growth, safety, and credibility.



In our first month of the **TRACTION Series**, we explored how local success takes shape when dealers shift from selling carts to leading movements.

It begins with **forming your Mobility Circle**, the small group of partners who make community change happen: an HOA leader, a city traffic engineer, a local insurance agent, a charger or battery supplier, and a law enforcement contact. These five allies form the foundation of every successful neighborhood mobility effort.



Next comes collaboration. **Co-sponsor Safety Moments** with your suppliers to host short, high-impact demonstrations on charging safety and maintenance. These moments position your dealership as a trusted educator, not just a retailer.

Then, **Engage Your Chamber**. Join your local Chamber of Commerce or Economic Development Council as your area’s “Neighborhood EV Dealer.” The conversations shaping the future of clean, local transportation are already happening, so make sure you are in the room.

Finally, remember that recognition multiplies influence. **Thank Your Allies Publicly**. Use *Thank You Thursday* social posts to spotlight city officials, HOA leaders, and partners who support community mobility. Gratitude builds trust and trust fuels growth.

Each connection strengthens the foundation of your dealership’s leadership in community transportation. Together, we are creating safe, legal, and sustainable places to drive forward.

See the full article in this month’s Golf Car Options Magazine.

Membership and Communications

Sponsor Highlight: Platinum Supplier Sponsor, Lightspeed DMS

Drive Your Golf Car Business Forward with Lightspeed: In today’s competitive golf car market, efficiency and customer experience are everything. That is where Lightspeed comes in. For over 40 years, Lightspeed has been the trusted Dealer Management Solution (DMS) for thousands of dealerships across the US and Canada.

Our cloud-based platform connects every part of your business—sales, service, parts, rentals, accounting, and CRM—into one seamless system. No more juggling multiple tools or losing time to manual processes. With Lightspeed, you will gain real-time insights, streamline operations, and make data-driven decisions that boost profitability.

Why Lightspeed?



- Customizable Solutions: Tailored packages to fit your dealership's unique needs.
- OEM & Supplier Integrations: Access to manufacturer connections for accurate pricing and parts.
- Mobile Advantage: Our free mobile app empowers your team to close deals faster and keep customers informed.
- Superior Support: Dedicated training and tech support ensure you are never alone.

From managing inventory and rentals to optimizing service schedules and automating customer follow-ups, Lightspeed helps you deliver the exceptional experience today's golf car buyers expect.

Join over 4,500 dealers and distributors who trust Lightspeed to power their success. It is time to simplify your operations, elevate your customer relationships, and drive growth like never before.

Learn more at <https://www.lightspeeddms.com/industries/golf/> or call [\(800\) 521-0309](tel:8005210309).

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Sponsor Highlight: **Supplier Sponsor, Radian IoT:** Connectivity for EV & LSV Dealers

Radian delivers a breakthrough in connected technology for the EV and Low Speed Vehicle (LSV) industries. Designed with manufacturers and dealers first, our solution combines



affordability with powerful integration tools that transform how vehicles are sold, serviced, and experienced.

With hardware priced between \$150–\$325 and a simple \$8.99/month subscription, Radian sets a new standard for accessibility in telematics. Unlike generic fleet platforms, Radian is built for B2B2C connectivity, empowering dealers to strengthen customer relationships while providing real-time insights that further enhance product performance.

Key features include:

- Battery Monitoring – ensuring reliability and extending vehicle life.
- Auto Warranty Registrations – streamlining dealer operations and reducing paperwork.
- Experiential Usage Data – unlocking insights into how customers use their vehicles.
- Open API – enabling seamless integration with dealer systems and manufacturer platforms.
- Mobile App – delivering real-time alerts, vehicle health, and usage data directly to dealers and customers.

Radian’s universal approach spans EVs, LSVs, Marine, RVs, and Powersports, making it the only connectivity solution that unifies multiple industries under one platform. Leaning into the EV & LSV dealers’ needs, we are focusing on driving new revenue opportunities and stronger customer loyalty while providing more actionable data through a simplified integration with Dealer management systems.

By combining low cost, Dealer-first design, mobile accessibility, and cross-industry reach, Radian positions itself as the most compelling connectivity solution in the EV/LSV market today.



How LSVDA is Working for You

We work every day to strengthen dealer success and elevate supplier-sponsor visibility by delivering measurable, high-value benefits across the entire ecosystem. For dealers, LSVDA provides thousands of dollars in annual savings through training, compliance tools, recall



and policy alerts, promotional opportunities, best-practice programs, and market-growth insights.

For supplier sponsors, LSVDA delivers targeted access to an active and growing dealer community through warm introductions, webinars, content co-branding, advertising discounts, and strategic visibility,

Events & Education Opportunities

NPA and LSVDA Partner to Host Webinar on Dealer Strategies for 2026

National Powersport Auctions (NPA), a leading provider of wholesale vehicle remarketing and auction services, is presenting an exclusive educational webinar, "*Trends, Values and Dealer Strategies for 2026*," in partnership with the Low Speed Vehicle Dealer Association (LSVDA). This session marks the first in a series of value-added educational offerings for LSVDA's community of more than four hundred dealer members.

The webinar will address the increasing complexities of the used golf car market, providing dealers with actionable data and strategies to optimize their pre-owned inventory mix and strengthen margins heading into the new year.

Webinar: Trends, Values and Dealer Strategies for 2026

Date and Time: Tuesday, December 16, 2025, at 10:30 am PST / 1:30 pm EST

Register: https://zoom.us/webinar/register/WN_DC2SN66oTT-V7uMUTie9RQ

The complimentary 60-minute session will feature a presentation by **Tony Altieri**, NPA's **Vice President of Business Development**. Host and moderator **Michael Alexander**, LSVDA Executive Director and Secretary, will lead a panel discussion with industry leaders including **Brian Rott**, CEO of Cart Mart, and **Ben King**, Vice President of Metro Golf Cars.

Together, they will explore how dealers can shift from traditional valuation methods to more dynamic strategies informed by real-time market insights and performance data. The session will conclude with a live audience Q&A.

"Success in the pre-owned golf car segment requires more than just buying low—it requires smart, data-driven pricing and sourcing," said Altieri. "We are thrilled to partner with LSVDA to deliver practical strategies that help dealers stabilize their inventory and increase dealer profitability."

Compelling Reasons Dealers Should Join Now. Here's the [LINK](#).

1. **Real, Documented Financial Value** — Dealer members receive **Thousands** in annual savings through training, discounts, tools, and marketing programs.



2. **Policy, Safety & Recall Protection** — LSVDA monitors federal, state, and local regulations plus all industry recalls, helping dealers stay compliant, avoid liability, and educate customers with confidence.
3. **Market Growth Intelligence** — Dealers gain access to timely market data, demand trends, and best-practice insights not available anywhere else in the industry.
4. **Stronger Supplier Relationships** — LSVDA creates direct pathways to vetted OEMs and suppliers through warm introductions, webinars, and co-branded opportunities that improve margins and expand product access.
5. **Professional Development, Best Practices & Operational Excellence** — Members receive training, tools, and frameworks to elevate sales, service, financial performance, and team effectiveness.
6. **A Trusted Voice Representing Dealers** — LSVDA advocates dealer interests in safety standards, mobility policy, and public awareness—ensuring the industry grows responsibly and profitably.

Closing Thoughts – Looking Ahead

As we wrap up this December issue, I want to extend sincere thanks to the contributors who helped make it both insightful and actionable. Special appreciation goes to **Carlos Roque, George Keen, Stephen Metzger**, our Committee Chairs, our Sponsor Members, and the many dealers who continue sharing on-the-ground perspectives that shape LSVDA’s work. Your expertise and commitment elevate this publication and strengthen our entire community.

This month’s content reminds us that while policy remains steady, the market is accelerating and dealers who stay informed, connected, and proactive will lead the industry into a promising 2026. From safety insights and ordinance updates to technology shifts and best practices, our collective progress depends on shared learning and open collaboration.

As we enter the holiday season, on behalf of the LSVDA team, I wish each of you a season filled with peace, renewal, and celebration, whatever traditions you honor. Thank you for your continued engagement, your leadership in your communities, and your commitment to professionalism in this fast-growing industry.

We look forward to supporting your success in the year ahead.

Warm regards,

The LSVDA Leadership Team

